

3014 - MARKETING MANAGEMENT									
Teaching Schedule Per Week			Progressive Assessment	Examination Schedule (Marks)					
Lectures	Practical	Credits		Theory		Practical Ex.		Total	
3	-	3	25	3Hrs	100	-	-	125	
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total
Nil		MCL		75	25	100	-	-	100

Rationale: - In this days of competitive business, a course in marketing management is of great importance to the entrepreneur, industrialists and persons working in marketing related department. It is said that producing itself is not difficult, but to make people buy the product is. Marketing begins before the product exists and continues long after the product is sold. The student will be able to understand the nature and scope of marketing management.

COURSE CONTENT	Hrs	Mks
<b>1. MARKETING MANAGEMENT</b>	5	10
Define market differences between marketing and selling; State the meaning of marketing; define marketing management.		
Appreciate the tasks of marketing management: -Identify various demand states, list the corresponding marketing tasks.		
Understand evolution of marketing management: -Explain the production concept, product concept, selling concept, marketing concept and societal market concept; Distinguish between marketing concept and societal marketing concept; State social responsibility of business; Explain consumerism and the responses of business & government to it; State reasons for growth of consumer movement; State measures providing satisfaction to consumers.		
Understand the role of marketing in business organisations and non-profit organisations: - Describe the role of marketing in business organisations; State the significance of marketing orientation in non-business organisations.		
<b>2. MARKETING SEGMENTATION</b>	8	16
Understand the market demand: -Explain the concept of market demand with reference to the purchase decision making process.		
Understand consumer market and organisational markets: -Explain the nature and characteristics of consumer market; Explain the nature and characteristics of market producer and reseller markets; Explain the nature and characteristics of government market; Distinguish the consumer market from other types of markets with reference to their purchase-decision process.		
Understand market segmentation: -Explain the concept of market segmentation; Explain the basis for segmenting consumer markets and business markets; State the conditions/requirements for effective market segmentation; Describe the benefits of segmentation.		
Understand market opportunity analysis and the process of target market selection: - Explain the process of analysing market opportunities; Explain the process of target market selection.		
Understand concepts of marketing strategy and marketing – mix: -Explain the concepts of marketing strategy and marketing-mix; Explain the elements of marketing-mix and the need for developing an optimum marketing-mix.		
Understand buyer behaviour in consumer Market: -Explain the buying-process model; Explain major factors influencing consumer buyer behaviour.		
Understand organisational markets and buyer behaviour: - Explain the major factors influencing buying process in above market (with particular reference to business buying behaviour)		

**3. MARKETING RESEARCH**

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Understand the scope of marketing research: -Define marketing research; Explain scope or applications of marketing research; Explain how management can gain from use of marketing research.

Understand the concept of marketing research procedure: -Explain the steps involved in marketing research procedure.

Understand the concept of sales forecast: -Define sales forecast; Explain the significance of sales forecast; Explain the methods of forecasting sales.

**4. PRODUCT PLANNING**

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Understand the concept of product- mix: -Explain the terms product item, product line and product-mix; Explain the concept of optimum product-mix and its importance.

Understand new product development process: - Explain the meaning and need for new product development; Explain all the stages of new product development process.

Understand the concept of product life cycle: -Explain "Product life cycle"; Explain the implications of different stages of the cycle for marketing management.

Understand brand strategy: -Explain branding and its importance; Explain different brand-name strategies.

**5. CHANNEL OF DISTRIBUTION**

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Understand channels of distribution: -Explain the nature of marketing channels and the reasons for using middleman; State marketing channel functions; Describe the number of channel levels; Identify factors that govern the choice of specific channels; Explain how an appropriate channel of distribution can be designed.

**6. PRICING DECISIONS**

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Understand pricing as an element of marketing mix: - Explain general situations under which pricing assumes special importance.

Explain relative importance of pricing in marketing mix: -Explain major pricing objectives.

Understand pricing procedures: -Explain the rational approach to price setting based on considerations of three factors, namely cost, demand and competition.

Explain pricing procedures.

**7. PROMOTION**

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Understand the importance of promotion function: -Explain the term "promotion" and its importance; Explain the communication process; Describe communication model and the factors influencing effective communication.

Understand the elements of promotion mix: -Explain the elements of promotion mix.

Understand total promotional budget and its allocation: -Explain how total promotional budget is determined and allocated among various promotional tools; Explain the factors governing the allocation of promotional budget.

Understand the purpose of advertising: -Explain the process of advertising; Distinguish between the role of advertising in consumer marketing and industrial marketing.

Understand major advertising decisions: -Explain the methods of setting the advertising budget; Explain the process of message development; Explain the process of media selection; Explain how optimal timing of advertising expenditure can be made; Explain the importance of measuring advertising effectiveness; Describe the methods of measuring advertising effectiveness.

Understand the concept of sales promotion: -Explain the purpose of sales promotion; Explain the major sales promotion tools and their selection; Explain how an appropriate sales promotion programme can be developed; Analyse the sales promotion results.

Understand the concept of publicity: -Explain the concept of "publicity" and its

objectives; Explain how an publicity plan can be developed and implemented;  
Analyse the results of a publicity plan or a programme

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# 8. SALES MANAGEMENT

- Understand the process of management of sales: -Explain the personal selling and need to manage it; Define "Sales Management"; Describe special features and limitations.
- Understanding of personal selling process of objective setting and task formation of sales force: -Explain " Sales Structure"; Describe the process of setting goals for sales personnel; State the functions of sales force; Explain the process of decision of making about sales force size.
- Understand recruitment, selection and training of sales force: - Explain the scientific recruitment procedure of sales force; State the sources of recruitment; Explain the selection procedure of sales force; Discuss the sales force development by appropriate method.
- Understand the importance of compensation for efficient sales force development: - Explain the elements of a good compensation plan; Describe the various types of compensation plans; Describe the objectives of a sound compensation policy.
- Understand the motivation of sales force: -Explain the significance of motivating sales force; Explain the various motivational tools for improving the performance of sales force.
- Understand the process of morale development of sales force: -Explain the term " morale"; Explain the factors affecting the morale of sales force.
- Understand the evaluation of sales force: -Explain the sources of information of evaluation; Explain the need of formal evaluation and the methods used for it.

# 9. INTERNATIONAL MARKETING

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- Characteristics of international market with respect to price, demand and distribution;
- Effect of exchange fluctuations; Banking procedures.

Total

48 100

# REFERENCE BOOKS

1. Principles of marketing-Philip Kotler-Prentice Hill (I) Ltd.
2. Marketing:A Managerial Introduction-J. C. Gandhi-Tata McGraw-Hill
3. Modern Marketing Management-R. S. Davar-Progressive Corporation Pvt. Ltd
4. Fundamentals of Modern Marketing-Cendiff, Still & Govoni-Prentice Hill (I) Ltd.
5. Marketing Management-Philip Kotler-Prentice Hill (I) Ltd.
6. Fundamentals of Marketing-William Stanton-McGraw Hill
7. Sales Management-Candiff, Still & Govoni-Prentice Hill (I) Ltd.
8. Marketing-Subhash. C. Mehta-Tata- McGraw-Hill
9. Marketing Management: Cases and Concepts-Dholakia, Khurana Jain, Bhandari-Macmillan (India)
10. Industrial Marketing-Alexander, Cross & Still-D.B. Taraporewala Pvt. Ltd.
11. Salesmanship-Charles kirkpatrick -do-
12. Salesmanship and Publicity- R. S. Davar- Progressive Corporation Pvt. Ltd
13. Marketing Research-Boyd, Westfall and Stasch-All India Traveller Book Seller,Delhi
14. Marketing Research, Luck, Walar,Taylo- Luck, Walar,Taylo and Rubin-Prentice Hill (I) Ltd.
15. Multinational Marketing Management-Warren Keegan-Prentice Hill (I) Ltd.
16. International Marketing-Rajan Saxena & M. C. Kapoor-Tata McGraw Hill
17. Textbook of Marketing Management- S. Rangnath- S. Chand & Co. Ltd.
18. Modern Marketing Management-Godfrey Francis - do -
19. Export Marketing & International Business-S. Krishna - do -
20. Export Strategy in India-Kalipada Deb - do -
21. International Marketing-Majaro - do -
22. Water supply & sanitation by S. K. Garg
23. I. S. 456 latest edition
24. Estimating & costing by B. N. Dutta
25. Construction planning & management by P. S. Gahlot & B. M.